

## Message Text

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43

ACTION EB-11

INFO OCT-01 NEA-10 ADP-00 COME-00 CIAE-00 INR-10 NSAE-00

RSC-01 L-03 RSR-01 TRSE-00 HEW-08 STR-08 /053 W

----- 116633

R 051327 Z MAY 73

FM AMEMBASSY JIDDA

TO SECSTATE WASHDC 3828

INFO AMEMBASSY BEIRUT

UNCLAS JIDDA 1839

STATE PASS COMMERCE

E. O. 11652: N/ A

TAGS: ETRD, SA

SUBJECT: NEW SAUDI LABELING REQUIREMENTS

1. EMBASSY HAS RECEIVED TWO LETTERS, ONE FROM C. E. RYAN OF J. T. GIBBONS, NEW ORLEANS AND OTHER FROM AMEMBASSY BEIRUT ON BEHALF OF GENERAL FOODS M. E. REP, REQUESTING EMBASSY PROTEST NEW SAUDI LABELING REQUIREMENTS.

2. SAUDI DISTRIBUTORS BEING REQUIRED SIGN FOLLOWING UNDERTAKING: QUOTE WE (DISTRIBUTOR) HEREBY UNDERTAKE THAT ALL THE GOODS IMPORTED BY US SHALL COMPLY WITH THE STANDARD SPECIFICATIONS FOR FOODSTUFFS APPLIED IN SAUDI ARABIA AND SHALL INSURE THAT THE LABELS CONTAIN THE FOLLOWING: (1) DETAILED STATEMENT INDICATING THE CONTENTS OF THE CAN, PACKAGE, ETC.; (2) FULL NAME AND ADDRESS OF MANUFACTURER; (3) AGENT OR DISTRIBUTOR IN SAUDI ARABIA; (4) DETAILS OF MATERIALS ADDED TO THE CONTENT OF THE CAN AND COMPUTATIONS (???) OF SUCH ADDITIONS; (5) WEIGHT AND NUMBER OF UNITS IN THE CAN OR PACKAGE; (6) PACKING DATE; (7) EXPIRY DATE OF CAN' S MATERIALS; (8) ALL THE INFORMATION SHOULD BE PRINTED IN ONE OF THE INTERNATIONAL LANGUAGES, I. E., ENGLISH OR FRENCH, IN ADDITION TO THE LANGUAGE OF THE MANUFACTURER' S COUNTRY; ARABIC LANGUAGE SHOULD BE GIVEN PREFERENCE IF POSSIBLE;

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(10) MANUFACTURER'S CODE NUMBER . END QUOTE.

3. WE NOTE PRIMARY OBJECTION PREVIOUS SAUDI LABELING REQUIREMENTS, THAT IMPORTANT ITEMS BE IN ARABIC, NOT REQUIRED BY NEW REGULATION. FROM TWO LETTERS RECEIVED, HOWEVER, IT APPEARS THAT CERTAIN ITEMS, I. E., REQUIREMENT TO HAVE NAME OF AGENT OR DISTRIBUTOR ON LABEL, MAY BE EQUALLY BURDENSOME.

4. ACTION REQUESTED. REQUEST COMMERCE CONTACT MAJOR U. S. FOOD EXPORTERS IN ATTEMPT OBTAIN CONSENSUS OPINION ON NEW REQUIREMENTS. AS WE HAVE POINTED OUT IN PAST, IT INEVITABLE AT SOME POINT THAT SOME KIND OF LABELING REQUIREMENT, EVENTUALLY PROBABLY INVOLVING ARABIC, WILL BE LEVIED. IT POSSIBLE THAT, AS HAPPENED PRVIOUSLY, EMBASSY WILL BE ABLE TO WORK WITH LOCAL IMPORTERS IN ORDER OBTAIN FURTHER POSTPONEMENT MORE ONEROUS REQUIREMENTS. IT WOULD BE HELPFUL IF COMMERCE COULD ALSO PROVIDE EMBASSY WITH CURRENT U. S. FOOD LABELING REQUIREMENTS.  
THACHER

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NMAFVVZCZ

\*\*\* Current Handling Restrictions \*\*\* n/a

\*\*\* Current Classification \*\*\* UNCLASSIFIED

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
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**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
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**Status:** <DBA CORRECTED> mcm 971215  
**Subject:** NEW SAUDI LABELING REQUIREMENTS  
**TAGS:** ETRD, SA  
**To:** BEIRUT  
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